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Montana's Smarter Lunchrooms

Customer Service Best Practices in Smarter School Lunchrooms

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Montana Team Nutrition Program, MSU

Rural Health Initiative –Webinar Series – Part 5 of 5
March 22, 2016

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+ THANK YOU

- Montana Rural Health Initiative, MSU for co-hosting this webinar series. This is Part 5 of a five part series.

- School nutrition professionals across Montana who work so hard to serve our students healthful, tasty meals each day to support their growth and development, and fuel academic and athletic success

the School Day Just got **Healthier**
United States Department of Agriculture

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Learning Objective

Participants will understand how to…

1. Start a Smarter Lunchrooms Team.

2. Collect valuable feedback and ideas from customers (students).

3. Identify ways to improve customer service in the school lunchroom.

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What is Behavioral Economics?

The study of how the environment influences our food choices.

➢ In schools– The Smarter Lunchrooms Movement
➢ At home
➢ In restaurants
➢ In grocery stores
➢ In food pantry/food bank
➢ At work

Smarter Lunchrooms Movement
www.smarterlunchrooms.org

SLIM by DESIGN

Slide 5

Who We Are & What We Do

o Cornell University Food and Brand Lab
  o Behavioral Economics in Child Nutrition Programs (BEN Center)
  o Smarter Lunchrooms Movement

Cornell University Food and Brand Lab

Cornell Center for Behavioral Economics in Child Nutrition Programs

Cornell Center for Behavioral Economics in Child Nutrition Programs
© BEN Center 2011

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Recap of the previous webinars

- Simple Smarter Lunchrooms Principles used in MT Schools
  1. Manage portion size,
  2. Increase convenience,
  3. Improve visibility,
  4. Enhance taste expectations,
  5. Utilize suggestive selling, and
  6. Set smart pricing strategies

- Lunch line redesign- placing fruits and veggies first, moving salad bar

- Signage- promotes and nudges student choices

- Tips for a fast, friendly service line
  - Positive phrasing, friendly staff
  - Correct use of Offer vs. Serve

+ Poll Questions

Smarter Lunchrooms Movement

Poll #1

Have you initiated any Smarter Lunchrooms strategies in your lunchroom this school year?

+ How are students treated in the lunchroom?

Customers (students) want to feel welcomed and respected in the lunchroom.

- They are allowed to make choices.
- They choose how much to eat and drink.
- They enjoy time to relax, eat and talk with friends.

Do adults have these same expectations?

What other elements of good customer service do you expect?

Think

+ Poll Questions

Poll #2

What do you expect "good customer service" to look like in a restaurant or a meal at home?

+ Fairfield Schools do!

TRADITION OF EXCELLENCE
...DS AND BODIES TO ACHIEVE OUR
IN A POSITIVE AND CLEAN ENVIRONMENT

Fairfield School District, MT, School Food Service Staff

+ Pleasant and positive mealtime at school

Learn more about customer service and comfortable cafeterias here:
http://www.opi.mt.gov/Programs/SchoolPrograms/School_Nutrition/MTTeam.html#gpm1_7

✓ Welcome to our Comfortable Cafeteria video

✓ Posters for the lunchroom

✓ Training materials and handouts for school staff.

+ Learn the Division of Responsibility in Feeding

As recommended by nutrition experts, we support the

Division of Responsibility between Adults and Children at mealtime.

Simply put...

- Adults decide the **what, when,** and **where** of feeding at school.
- Children decide **whether** they will choose to eat the foods offered and **how much** to eat.

Our School District takes pride in helping children develop healthy eating habits while at school. We are taking steps to serve healthful, appealing meals that are consistent with the recommendations of the USDA's MyPlate.

We encourage every adult to be a healthy role model for children and to enjoy healthful foods and drinks at mealtime. **Adults will not persuade, force, or shame a child into consuming any food or beverage.** Adults will respect children's feelings of hunger and/or fullness; thereby allowing children to stop eating when they choose to.

+ Start a Smarter Lunchrooms Team

Go directly to the source (students and staff) for customer service ideas– start a Smarter Lunchrooms Team at your school.

Why would I do this?

- Increase participation in school meals programs
- Decrease food waste
- Increase or "nudge" students to choose healthier foods
- Improve customer service

+ What information can I glean from a Smarter Lunchrooms Team?

Customer service recommendations

- Engage students for valuable insight, ideas and feedback
- Suggestions on overall cafeteria environment
- Suggestions on menu items, foods offered, etc.
- What they like, what doesn't appeal to them?
- What would draw them into the lunchroom to participate in school meals?

+ Start a Smarter Lunchrooms Team

What is a Smarter Lunchrooms team?

- 1-2 adult mentors (Business teacher, FCS teacher, Counselor, Parent Group member, School Wellness Committee member)
- School Food Service Manager
- 3-5 students (males and females, ones who eat in the lunchroom regularly and occasionally)

+ I'm so BUSY--how can I tackle this too?

- Find an adult mentor or two—FCS teacher, FCCLA advisor, Business Teacher, School Counselor, Parent Group representative, member of School Wellness Committee—to lead this group.

What's the "hook"? Why does it matter to them?
- Reduce food waste
- Change behavior by changing environment. Social Science experiment
- Business marketing project. Increase sales, enhance service

+ MT Smarter Lunchrooms Pilot Project Schools

- Park High School in Livingston
- Hardin High School
- Billings Skyview High School
- Columbia Falls High School
- Troy Middle and High School

Park High students make recommendations to improve traffic flow in their lunch room.

Columbia Falls School District, Columbia Falls High School

Smarter Lunchrooms Principles Used:
1. Increase visibility
2. Increase convenience
3. Increase taste expectations

Goals:
⇒ Entice more high school students into the lunchroom.
⇒ Increase intake of fruits and vegetables.
⇒ Decrease food waste.
⇒ Build student support of the school lunch program.

Actions:
⇒ Formed a Student Nutrition Action Committee (SNAC) to collaborate with students and staff to receive feedback and suggestions.
⇒ Enhanced the main line with decorative baskets and serving dishes and moved salad bar to the front of the line.
⇒ Offered smoothies, fruit parfaits, and fresh vegetables with attractive promotional signage on the a la carte line.
⇒ Promoted the daily lunch menu in multiple areas with chalk board and sandwich board signage.
⇒ Improved ambiance with eye-appealing décor, removed clutter, and ordered colorful banners for marketing.
⇒ Started a sharing bowl for leftover whole fruit.

Results:
⇒ Number of students participating in lunch program increased by 9 percent.
⇒ Smarter Lunchrooms Self-Assessment Score increased by 14 points.
⇒ The smoothies and parfaits provide refreshing fruit options.
⇒ Students took notice of colorful eye appealing service line.

Next Steps:
⇒ Offer grab and go meals at kiosk located near the most used exit door.
⇒ Explore offering grab and go catered meals for students meetings

Livingston School District, Park High School

Billings School District #2, Skyview High School

Hardin School District, Hardin High School

Troy School District—Troy Middle and High School

Strategies in Montana high schools

With student input from a Smarter Lunchroom Advisory Team…at all 5 pilot schools

- Increased convenience and visibility of fruit and vegetable menu offerings
- Redesign of service line and/or salad bar

Billings School District (Skyview HS) Serves up Smoothies as a Refreshing Beverage or Full Meal

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POSITIVE OUTCOMES

1. 33% increase in Scorecard total scores
2. Increased student selection at the salad bar
3. Decreased waste of fruits/vegetables and milk
4. Increased participation levels

POSITIVE OUTCOMES

- Opened a brand new door for communication.
- So effective, that most of the pilot sites plan to continue it.
- Recent quote, *"The kids were fantastic and came up with great ideas. I was amazed at what they saw that I hadn't seen, pertaining to the lunchroom."* Montana School Food Service Director

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+ Steps to do this at your school

- Start a Smarter Lunchrooms Team
- Measure how "Smart" the lunchroom is.
  - Smarter Lunchrooms Self Assessment Scorecard
  - Photo checklist
  - Students assess flow patterns looking for traffic jams/accessibility/convenience
- Team works together to identify areas to improve. Identify and prioritize 1- 3 changes.
- Make one simple change at a time.
- Did it work?

Start with

- 100 evidenced based strategies to improve participation and decrease waste.
- National average score is 40 points.
- Identify simple, low cost or no cost changes to try in your lunchrooms.

Photo Checklist

Take these photographs before and after implementing your Smarter Lunchrooms Makeover. There should be 20-25 total each time; individual lunchrooms vary by size and organization, so customize the list to suit your lunchroom space. The photo list follows the "Lunchroom Observations" worksheet and can be completed at the same time, especially if one observer writes and the other takes photographs.

- Seeing with a new set of eyes– student perspective
- Good to measure "overall atmosphere"
- Provides a starting point for discussion amongst team

+ Resources available

A Simple Guide to Make Your Lunchroom Smarter! Curriculum
will be available Fall 2016 from MT Team Nutrition.

Toolkit for schools-
✓ to form Smarter Lunchrooms Team and
✓ complete their own Smarter Lunchrooms Makeover.

Creating a Stepping into Montana's Smarter Lunchrooms webpage on the OPI School Nutrition Programs website soon!
http://www.opi.mt.gov/Programs/SchoolPrograms/School_Nutrition/index.html

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+ Resources available

Get your school food service staff on board with No Time to Train - 10 minute workshops for school staff
http://smarterlunchrooms.org/training-materials

March- Student Rapport Role Play

May- See with a Fresh Set of Eyes (Diagnose the Lunchroom)

4/28/12

+Resources available

Montana School Food Service Peer Trainers Network

http://www.opi.mt.gov/Programs/SchoolPrograms/School_Nutrition/MTTeam.html#gpm1_6

Get advice from the experts in Montana School Lunchrooms! 12 peer trainers across the state.

what to say, customer service tips, grab and go menus, reimbursable a la carte meals, and more

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Action Steps

o Take the B.E.N. Cornell University free course: Smarter Lunchrooms Module (2 hours). It is located at this link:

https://cornell.qualtrics.com/jfe/form/SV_3CVLswwEZI5qdak

o Watch several short *Smarter Lunchroom Moves* YouTube videos from Michigan Team Nutrition.

https://www.youtube.com/playlist?list=PLaqD6X6pQgmKGbGknhuaKn_L_e3dbWhn4

Try It, Tell Us If You Like It
Build It and They Will Come- Successful Cafeteria Events
Involve Students in Café Operations

Action Steps

o Complete the Smarter Lunchroom Scorecard in your cafeterias to determine what your Smarter Lunchroom score.

o Missed a webinar in this 5 part series? Each one was recorded and available here:

http://healthinfo.montana.edu/health-wellness/rhi-webinars.html

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Action Steps

Attend the Montana School Nutrition Association Summer Conference

June 20-23rd, 2016 in Great Falls, MT

New format, learn from peers, vendor show is Monday afternoon- June 20th

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Montana Made Meal -- Park High School District, MT

Questions or Comments

4/28/12

Poll Question #3

o Did your knowledge of Smarter Lunchrooms Behavioral Economic strategies increase as a result of this webinar?

1 = Yes
2 = No

Poll Question #4

After watching this webinar, will you try any of these ideas in your lunchroom? Please indicate any of these strategies you will try in your lunchroom.

1 = Identify ways to improve customer service

2 = Complete the Smarter Lunchrooms Scorecard

3 = Start a Smarter Lunchrooms Team to collect feedback from students and staff

4 = Train lunchroom staff with a No Time to Train 10 minute lesson

5 = Nothing

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